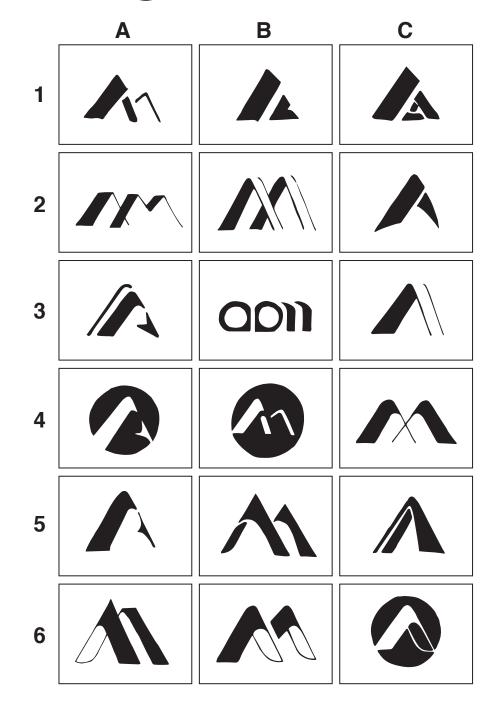


### **Main Brand Principles**

- Simplicity
- Modernity
- Geometricity
- Vibrancy



### **Recurring Concepts**

- A shape referring to first name and also a primary geometric shape
- Circles representing cyclical nature of design and also another geometric shape
- Angles intersecting with curved shapes for modernism
- Simple shapes described by a single color for simplicity

## PANTONE 321 CP

Clean, Friendly, Vibrant, Modern

# alayna marie

## BRAND BREAKDOWN:

#### **White Background:**

The ultimate in simplicity, clean, approachable

# alayna marie

#### **Iconography:**

A triangle bounded within a circle, representing the first letter of Alayna, the overcoming of obstacles, the nature of the design process, and more

#### **Font: Condor Comp Light**

High tracking and lack of capitalization to further a

**Typographic Treatment:** 

modern look that is approachable

Sans-serif with a Gilded Age flair—evoking femininity and modern design sense simultaneously

#### Black:

Secondary color to the brand, used to break up white and increase contrast, may be absent in a singular piece, but ties together multiple collaterals

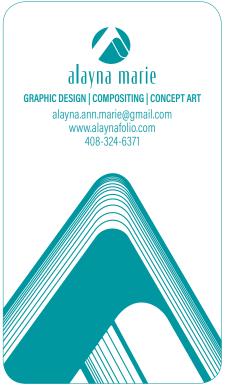
### **GRAPHIC DESIGN | COMPOSITING | CONCEPT ART**

Accompanying the logo in many collaterals is this slogan, clearly defining the multifaceted nature of the brand.

## **BUSINESS CARDS:**



#### **CMYK**





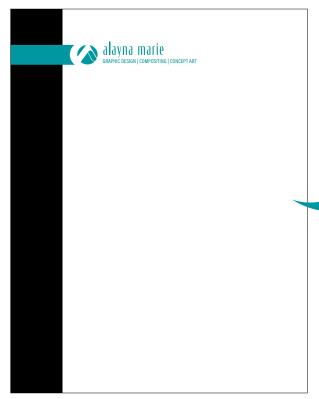




19 pt soft touch matte with spot gloss and rounded corners

**Spot Gloss Mask** 

## **LETTERHEAD:**



With

Text

Brilliant 80lb Linen Stock



#### Christine Emmerson Creative Director

December 21, 2019

Proin finibus metus sit amet felis pharetra gravida. Vivamus molestie facilisis urna, ac interdum nulla fermentum quis. Curabitur at volutpat erat. Nam volutpat at ligula eget tincidunt. Proin quis tristique elit. Praesent facilisis sagititis ipsum nec scelerisque. Proin eu pulvinar nunc. Donec hendrerit est ultrices magna blandit, quis fermentum urna viverra. Cras vel diam semper, suscipit mi a, laoreet ligula. Maecenas vel risus consequat, tempor nisi eu, tincidunt erat. In volutpat blandit felis in molestie. Fusce pretium nisi in magna aliquam aliquet. Proin et vehicula lorem. Fusce scelerisque consequat luctus. Nulla rhoncus enim sit amet justo aliquet, non dictum sem efficitur. Aliquam interdum mauris id arcu tempor portitior.

Suspendisse condimentum lobortis leo non venenatis. Cras sagittis dolor quis est commodo, nec bibendum velit aliquam. Vestibulum vel ultricies dui, sed volutpat dui. Vivamus tempor dui a accumsan lobortis. Maecenas vel lectus ultrices, aliquam libero eu, commodo ligula. Praesent vitae ante non lorem faucibus rutrum. Ut et lorem nunc. Nam pellentesque euismod orci, ut sagittis arcu interdum sed. Donec lacinia ligula sit amet justo varius, sed volutpat ligula auctor. Vivamus ac mi hendrerit, placerat libero et, auctor ante. Curabitur est ante, aliquam vitae consequat a, tincidunt non lectus. Praesent scelerisque accumsan condimentum. Donec id sapien quis lorem efficitur aliquam a nec lacus.

Aliquam placerat ac arcu a tristique. Curabitur gravida nibh sed lobortis laoreet. Donec vehicula nulla vel dui tincidunt pulvinar. In velit odio, malesuada a massa nec, accumsan elementum eros. Curabitur pretium neque et cursus accumsan. Nunc dolor arcu, sollicitudin sit amet dui vel, posuere viverra uma. Nullam non velit hendrerit eros vestibulum pulvinar. Vivamus mattis leo a urna laoreet vulputate. Aliquam vel scelerisque elit. Suspendisse tellus nisi, hendrerit non nulla non, molestie vestibulum ante. Sed elementum luctus erat, vel eleifend quam blandit ac. Integer et nulla eros.

#### Alayna Marie Commercial Artist

alayna.ann.marie@gmail.com www.alaynafolio.com

408-324-6371



# alayna marie